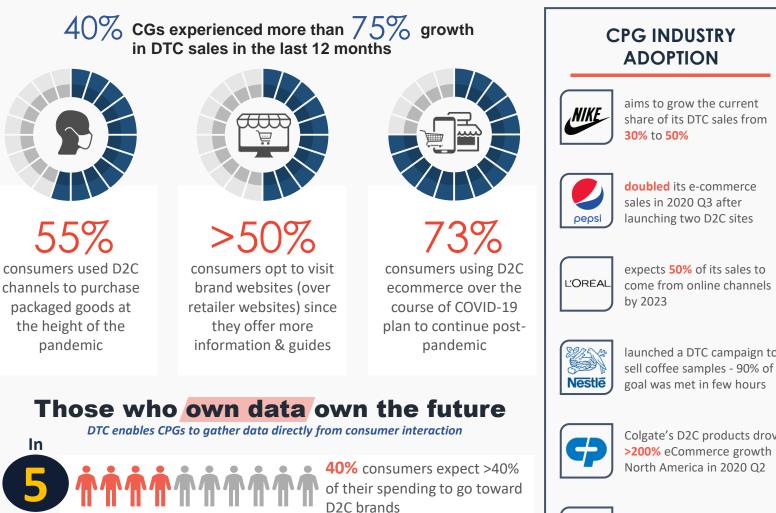
FUTURE READY WITH D2C

Online direct to consumer (D2C) business models have taken center stage due to the pandemic and are gaining prominence with more consumers embracing e-commerce in the post-pandemic world.



> 81% consumers are expected to make at least one D2C purchase

launched a DTC campaign to

Colgate's D2C products drove >200% eCommerce growth in



went DTC during the pandemic & grew sales by 188% month over month

WHAT TO DO WITH ALL THAT DATA **DATA ANALYTICS:** The game changer.

52% manufacturers stated that their analytic resources shifted so that they could "more quickly react".

How can we help?



MAKE EXPERIENCES PERSONAL

Bring clarity to customers' buying behavior in real time to enable improved recommendations



IMPROVE PRODUCT DEVELOPMENT

Get deeper insights into consumer demand using data collected throughout discovery & purchase processes



FIND NEW CUSTOMERS

Segment consumers to connect right people with right products to drive them to make a transaction on your website

2/3 organizations expect their spending on analytics to either increase or remain stable in 2021



BETTER INVENTORY MANAGEMENT

Anticipate demand in a timely fashion using smarter demand forecasting techniques



OPTIMISE MARKETING SPEND

Use effective modeling to allocate marketing spend effectively by tracing it to the type of purchase made



SEAMLESS COMMUNICATION

Take communications with customers to next level by adding emotion and context to the dialogue using chatbots

